

Substance Abuse Prevention

Environmental Prevention Needs Assessment Workbook SFY2014



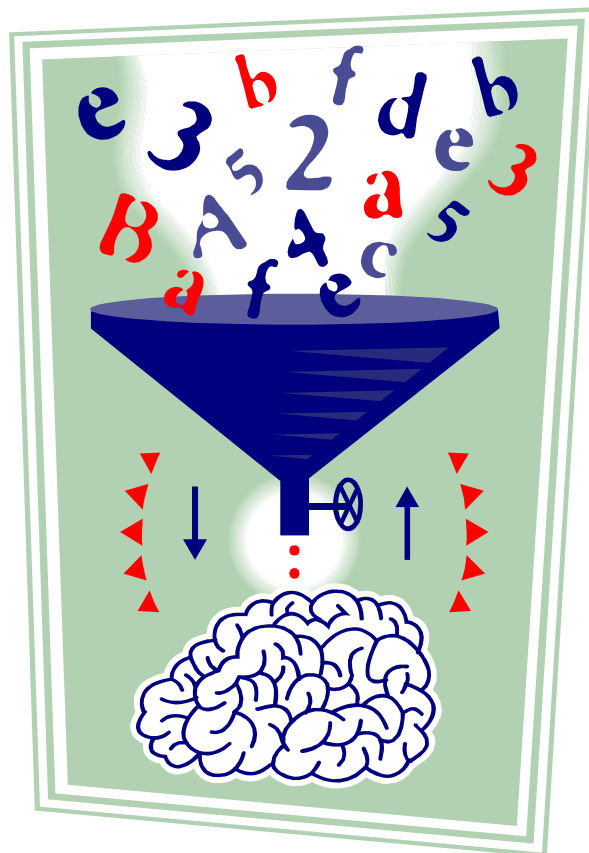
Part 3 Analysis & Recommendations DII Richland County

Version 1
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Problems



Task One:
Explore Consequence and Consumption Data in Your Community
in Order to Identify What Problems are of Greatest Concern

CONSEQUENCES – PART 3

Alcohol-related consequences are defined as the social, economic and health problems associated with binge drinking. This first section looks at the alcohol-related motor vehicle crash data and will help you understand the impact or consequence this has on your community. While it is recognized that not all communities will experience exactly the same impact, the consequence this project is focused on reducing is motor vehicle crashes.

Motor Vehicle Crashes

One of the major consequences of drinking alcohol is motor vehicle crashes resulting in injury and death. Drinking and driving have significant negative consequences for Montana's population. Your task will be to use the motor vehicle crash information for your community, rate the data and compare it with the state data using Workbook Part 1 - Tables 2 through 4.

QUESTION 1 Motor Vehicle Crashes

Based on State of Montana data and any other local data, how do alcohol-related motor vehicle crashes in your community compare to alcohol-related motor vehicle crashes across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Richland County has a significantly higher alcohol-related crash rate (259.53) per 100,000 people than the State of Montana (119.96) for the years 2008-2012. Richland County also had a statistically significant higher fatality rate in alcohol-related crashes (26.36) per 100,000 people than the State of Montana (8.6) from 2008-2012.

These results support the qualitative information found during the interviews. The interviews revealed that motor vehicle crashes impact the community a great amount, but do not serve as a deterrent to stop others from drinking and driving. It also supports that drinking and driving is a deeply engrained part of the culture in Richland County.

Underage Drinking and Driving

QUESTION 2 Underage Drinking and Driving

Based on Tables 5 through 7 and your community's own local data, how does underage drinking and driving in your community compare to drinking and driving across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Similar to motor vehicle crashes, the underage drinking and driving rates are higher in Richland County than the State of Montana. While underage drinking and driving rates have gone down a great amount for Richland County 12th grade students from 2008 (46.7%) to 2012 (27.3%), the rate still remains higher than the state average overall. The average rate for underage drinking and driving for Richland County is 14.1%, which is higher than the State rate of 9.3%, which supports that Richland County has a larger problem with drinking and driving than the State of Montana.

Also similar to motor vehicle crashes, underage drinking and driving is seen as a way of life in Richland County, with many youth traveling on the dangerous county gravel roads. Richland County also has a high number of driving under the influence convictions; one of the factors contributing to this is that many youth in Richland County model their behavior after the adults in their lives, who often drink and drive. These factors combined show that Richland County has a large problem with underage drinking and driving.

High School Students Riding in Car Driving by Someone Who Has Been Drinking

QUESTION 3 High School Students riding in a Car Driven by Someone Who Has Been Drinking

Based on Tables 8 through 10 and your community's own local data, how does high school students riding in a car driven by someone who has been drinking in your community compare students riding in a car driven by someone who has been drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Across the State of Montana, students riding in a car driven by someone who has been drinking have decreased from 33.1% in 2008 to 25.3% in 2012. Unfortunately, Richland County's rate is not only higher than both of those statistics, but the rate has only decreased from 42.2% in 2008 to 40.4% in 2012. There is less of a decrease in the rate, but it also remains drastically higher than the State of Montana average.

Qualitative information supports these findings as well. Youth riding in a vehicle with someone who has been drinking happens very often-more than it should. It maintains that youth in Richland County do not see riding with someone who has been drinking as a risky behavior, and are more focused on not being the person who gets a Driving Under the Influence (DUI) ticket, than they are of their safety and well-being.

Final Consequence Question

QUESTION 4

Based on all of the consequence data analyzed here and your answers to Questions 1 through 3, how is motor vehicle crashes, underage drinking and driving, and high school students riding in vehicles driven by driver who had been drinking impacting your community? Explain the rationale for your response.

Because of the significantly higher rates of motor vehicle crashes, underage drinking and driving, and youth riding in a vehicle with someone who has been drinking, one could come to the conclusion that they affect the community a great deal. However, the opposite seems to be true. These higher rates seem to not affect the community members' behavior at all. While they may mourn the loss of a family member or friend from a motor vehicle crash, the high rates show that it does not deter their behavior. It comes back to the culture of alcohol use in Richland County; drinking and driving is a large part of that, and is seen as a community norm no matter what the consequences may be.

CONSUMPTION – PART 3

This section looks at consumption data and will help you identify which alcohol-related consumption problems are greatest in your community. Consumption data includes binge drinking, underage drinking and driving, and high school students riding in cars driven by someone drinking. While it is recognized that not all communities will experience exactly the same problems the specific focus will be binge drinking.

Underage Binge Drinking

QUESTION 5 Underage Binge Drinking

Based on Tables 11 through 14 and your community's own local data, how does underage binge drinking in your community compare to underage binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Richland County's underage binge drinking rate was consistently 2-3% higher than the State average from 2008 to 2012. Richland County averaged 26.6% in 2008 while the State rate was 24.5% in the same year. In 2012, Richland County's rate came in at 24.5%, while the State rate was 21.2%. It is important to note that while Richland County's rate is slightly higher than the State average, it has been on a similar decreasing trend with the State's average. It is believed that binge drinking is more of a problem in Richland County than the State of Montana.

Adult Binge Drinking

QUESTION 6 Adult Binge Drinking

Based on Tables 15 and 16 and your community's own local data, how does adult binge drinking in your community compare to adult binge drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

While data is somewhat limited in this section, it can be estimated that Richland County has a drastically higher rate of adult binge drinking than the State of Montana. According to the 2008 data from the Behavioral Risk Factor Surveillance System (BRFSS), the State rate of adult binge drinking was 17.7%. Similarly, Richland County's adult binge drinking rate from the 2006 National Survey on Drug Use and Health (NSDUH) shows that the binge drinking rate among 18-24 year olds was 54.19%, and 24.11% for adults over age 25. These rates are both immensely higher than the State average, showing that adults in Richland County are binge drinking at a much higher rate than other adults around Montana.

Underage Drinking (30 Day Use for Alcohol)

QUESTION 7 Underage Drinking Based on Tables 17 through 19 and your community's own local data, how does underage drinking in your community compare to underage drinking across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In this category, it appears that Richland County and the State of Montana are statistically similar. In 2008, Richland County's average rate was 41.6% while the State's was 38.4%. In 2010 and 2012 however, the rates were both around 35%. It is important to note that in Richland County, the rate for underage drinking in the past 30 days is lower among 8th and 10th graders (17.2% and 33.3% respectively) than the State rate (18.8% and 36.9% respectively).

In looking at Richland County, much of the past 30 day use comes from community events where alcohol is served, such as fairs, festivals and special events. These events happen throughout the entire State of Montana, so it would be fair to assume that this could be a contributing factor as to why the rates are similar.

Prescription Drug Abuse by Youth (30 Day Use)

QUESTION 8 Prescription Drug Abuse

Based on Tables 20 and 22 and your community's own local data, how does the data about prescription drug abuse by youth in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Although the numbers are small, Richland County has had a higher rate of prescription drug use in 2010 and 2012 (6.3% and 6.0% respectively) than the State of Montana (4.0% and 3.5% respectively). With the numbers being so similar, it can be concluded that there may be slightly more of a problem in Richland County than the State, but not a significant amount.

Final Consumption Question

QUESTION 9

Based on all of the consumption data analyzed here and your answers to Questions 5 through 8, how are underage drinking, binge drinking, and prescription drug abuse impacting your community? Explain the rationale for your response.

Underage drinking, underage binge drinking and prescription drug abuse by youth seem to all be either just slightly higher than the State rate, or about the same. However, they still greatly impact the community. For adults, Richland County's binge drinking rate was much larger than the State rate. No matter the comparison of the numbers, both are very high. There are a quarter of the youth in Richland County that are binge drinking. They seem to continue their dangerous use into their adult lives, and the problem is actually shown to get worse as they grow up. Fortunately, the trend shows that after the age of 25, the binge drinking rate goes back down. However, it is still at a dangerously high level for those ages 18-24.

Prescription drug abuse rates are a concern, but significantly less of a problem than alcohol.

RISK FACTORS - PART 3

Perception of Parental Disapproval/Attitude

QUESTION 10 Parental Attitudes and Disapproval

Based on Table 23 and your community's own local data, how does the data about parental attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Overall, it appears that perception of parental disapproval was lower in Richland County than the State average. The percentages remained relatively the same between 2008 and 2012. One important note is that in 2008 the percentage of parental disapproval in Richland County (78.8%) was fairly close to the State (80.3%), but in 2012, those numbers were further apart. Richland County's rate of disapproval is going down (77.1%), but the State disapproval rate is going up (81.8%). So while across the State it shows that more students perceive that their parents will disapprove of their alcohol use, in Richland County it is showing that fewer students perceive parental disapproval when it comes to drinking.

Many underage youth feel their parents will not have a problem with them drinking alcohol. Parental attitudes are often "I did it when I was a kid and turned out ok", which has carried into the lower rate of perception of parental disapproval in Richland County.

Perception of Peer Disapproval/Attitude

QUESTION 11 Peer Attitudes and Disapproval

Based on Table 24 and your community's own local data, how does the data about peer attitudes and disapproval towards alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

It appears that overall, Richland County has had a lower rate of peer disapproval from 2008 (78.8%) through 2012 (77.1%) than the State averages in 2008 (80.3%) and 2012 (81.8%), meaning there is a bigger problem in Richland County. There is an overall acceptance of alcohol use among peers. The majority of students are complacent about alcohol use by their peers, and if they are not okay with that behavior they stay silent about it, for fear of being picked on or not being accepted by their peers.

Perceived Risk/Harm of Use

QUESTION 12 Perceived Risk/Harm of Use

Based on Tables 26 through 30 and your community's own local data, how does the data about perceived risk/harm of use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Overall, Richland County's perceived risk and harm of alcohol and drug use rates are increasing, which in this case is a positive change. More students are reporting that they see a higher risk associated with drinking alcohol. However, Richland County still ranks much higher than the State in each of these Tables. The latest data for 2012 shows that 61.1% of Richland County students believe it is wrong to drink alcohol, while the State's average is 71.6%. While 28.8% of Richland County youth believe it is "cool" to drink alcohol regularly, only 23.5% of students across the State feel the same way. Only 53.1% of Richland County students perceive any harm in having 1-2 alcoholic drinks every day, which 64.1% of students across the State see it as harmful. And the most shocking, is that the percentage of students who perceive risk of harm if having 5 or more drinks every weekend in Richland County is going down (67.5% in 2008 and 64.2% in 2012), the State average is increasing (73.9% in 2008 and 76% in 2012). Overall, Richland County has a larger problem with perceived risk and harm of use for alcohol than the State of Montana.

Family Communication around Alcohol/Drug Use

QUESTION 13 Family Communications around Alcohol/Drug Use

Based on Table 25 and your community's own local data, how does the data about family communication around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In comparing the statistics of Richland County with those of the State, it appears that Richland County has a significant bigger problem surrounding family communication around alcohol and drug use. And while the State seems to be staying at about the same rate (62.1% in 2008, 59.8% in 2010 and 61% in 2012); it appears that Richland County is getting much worse. In 2008, it was reported that only 37.5% of students had talked with a parent about the dangers of alcohol or drug use, and that number slipped to 24.1% in 2012.

These are relatively low numbers, which shows that there is not enough family discussion around the dangers of alcohol and drug use.

Alcohol Use is Causing Problems in Areas of Financial, Legal, Emotional, etc.

QUESTION 14 Alcohol is Causing Problems in Areas related to Financial, Legal, Emotional, etc.

Based on Table 31 and your community's own local data, how does the data about problems related to financial, legal, emotional, etc., around alcohol/drug use in your community compare to the same data across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

In this area, it appears that Richland County students also do not see how alcohol contributes to financial, legal or emotional problems as much as other students across the State can. While all of the numbers are fairly low, Richland County sits at 3.5% in 2012, compared to the State rate of 8.9% in the same year. The perceived risk of harm is low among students; however, there seemed to be a "disconnect" between alcohol consumption, and the problems or potential consequences that choice held.

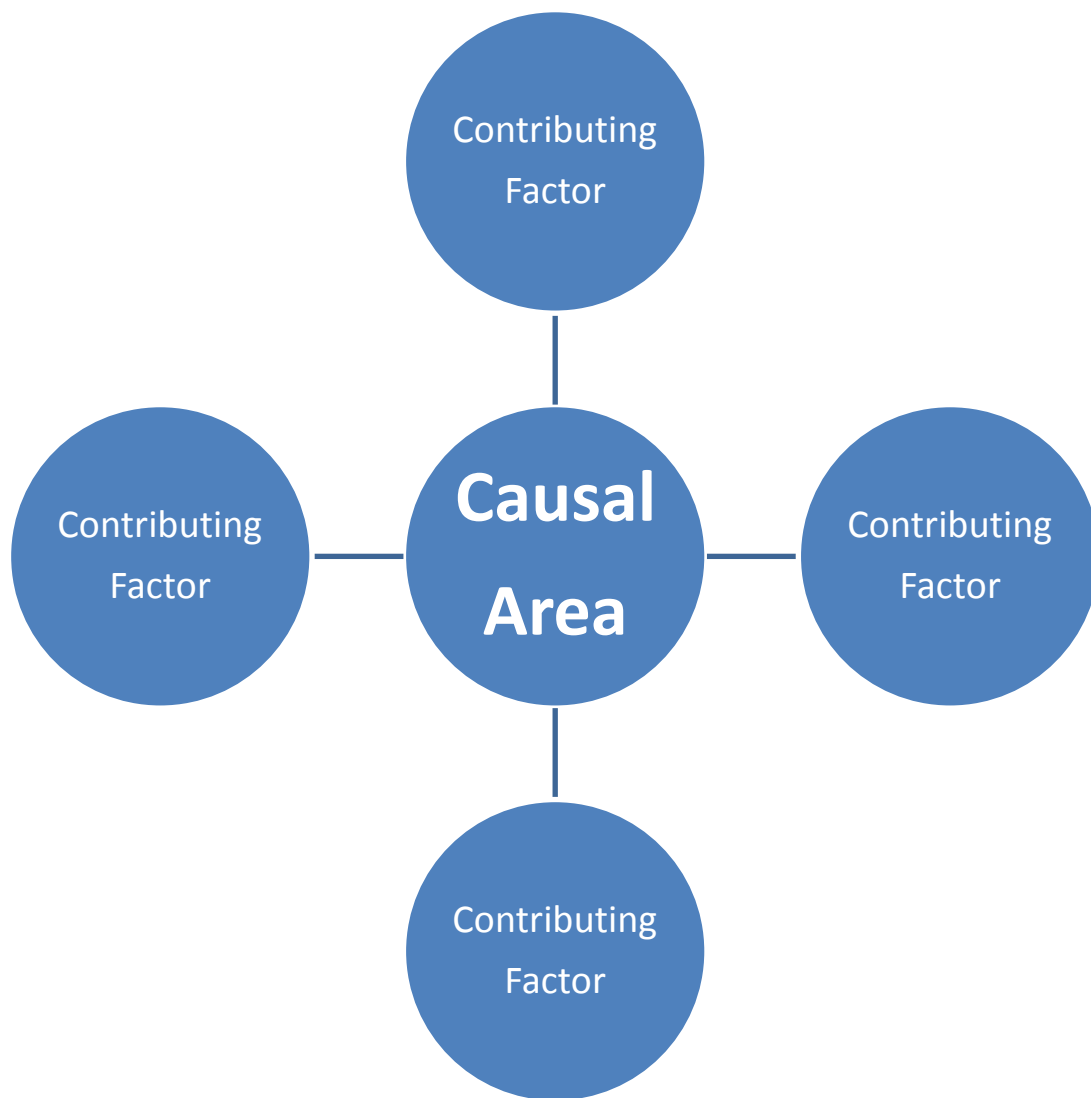
Final Risk Factors Question

QUESTION 15

Based on the risk data collected in questions 10 through 14, how is your community affected by the risk factors outlined above? Explain the rationale for your response.

In Richland County, alcohol use among adults and underage youth is seen as an accepted behavior. Youth in Richland County do not perceive alcohol consumption as dangerous. While they may be reporting that they see a risk associated with drinking, the statistics show otherwise. The underage youth choose to drink alcohol and do not let the harm or potential consequences deter them from drinking. Most students are accepting of their peers that use alcohol, and most youth do not see the dangers or potential harm caused from drinking alcohol in any amount. It also appears that one could correlate that the lower the amount of family communication around alcohol use, the lower the perception of parental disapproval is. Overall, Richland County appears to have a higher percentage of alcohol problems compared with the State of Montana.

Causal Areas



Task Two:
Gather Data on Four Causal Areas

RETAIL AVAILABILITY – PART 3

Compliance Checks

The selling of alcohol to minors or to individuals who are intoxicated can contribute to the misuse of alcohol in your community. One measure of this is the failure of compliance checks by retail outlets. Collect the following data for your community. If compliance checks are conducted by more than one agency, it will be necessary to collect data from multiple law agencies in your community (Sheriff, Deputy, City Police, Tribal Law Enforcement, and Highway Patrol). In some counties, the DUI Task Force may have compliance check data available.

QUESTION 16 Compliance Checks

Based on local data, does the failure percent seem to be rising or staying the same. Discuss the impact this may be having on your community.

The compliance check failure rate in Richland County fluctuated quite a bit from 2008 to 2012. In 2008 the failure rate was 30%. The next several years the failure rate appeared to go down, but jumped back up to 42% in 2012.

QUESTION 17 Compliance Checks

If your community does not do compliance checks, does them infrequently, or if residents have no knowledge of the results of compliance checks, how might this affect binge drinking and drinking & driving in your community? Please provide the rationale for your response.

In Richland County, compliance check data is not reported to the public. If the results are not publicized, it could contribute to binge drinking by making youth think that alcohol is easily available at retail establishments. One could then assume from the high rate of underage binge drinking in Richland County, that if youth are drinking the alcohol, they are binge drinking and probably drinking and driving.

Alcohol Seller/Server Training

QUESTION 18 Alcohol Merchant Retail Sales Training

Discuss the trends shown in local data. How does the number of Alcohol Merchant Retail Sales Trainings and number of people trained vary over time? Is this trend consistent with the relative growth rate of alcohol licenses and the turn-over rate of alcohol servers in your community? Discuss the implications of this trend for binge drinking and drinking and driving in our community.

Before the mandatory alcohol server training law went into effect, there were very few servers and sellers who attended the training. In 2008 there were 2 trainings that trained 64 people. After the law took effect, the number of trainings and the number of people trained drastically increased. In 2011 and 2012 when the law went into effect there were 11 trainings with 403 people trained. The number of alcohol licenses has stayed the same, but with the population increase in the County, more staff needed to be hired and trained. The high turnover rate of alcohol sellers and servers in Richland County comes from the Bakken Oil Boom. If a seller or server is not happy with their employer, they can go to the next alcohol retail establishment and get a job in no time.

The number of alcohol server trainings could potentially decrease the amount of drinking and driving, but the statistics do not support that in Richland County. The RBSS curriculum teaches how to reduce drinking and driving by teaching the retailers to offer alternative transportation options to their intoxicated patrons. However, although there has been an increase in trainings and people trained in an RBSS curriculum in Richland County, because of the population increase due to the Bakken Oil Boom, the number of DUI's has greatly increased.

One could also conclude that if there are more servers and sellers trained in an RBSS curriculum-which teaches what binge drinking is and how to avoid it-that the binge drinking rates would be lower. However, the statistics above in Question 6 shows that the adult binge drinking rate for Richland County is still dangerously high.

QUESTION 19 Alcohol Merchant Retail Sales Training

If your community does not hold RBSS trainings, how might this affect binge drinking and drinking and driving in your community?

Richland County regularly holds alcohol retailer trainings.

Retail Availability Questions

QUESTION 20

Based on information gathered about liquor licenses Workbook Part 1 - Table 32, alcohol compliance checks, Alcohol Merchant Retail Sales Trainings and other local data, what are the retail availability problems that might contribute to binge drinking and drinking and driving and their consequences in your community? Explain the rationale for your response.

The alcohol outlet density in Richland County is a lower rate than many of the other counties in Montana, per capita (157.26). Alcohol is sold in 39 retail establishments in Richland County, as well as community events.

The DUI Intake Survey results highlight some glaring problems with alcohol retailers. In 61% of the DUI's that are written, the offender was drinking at a bar in Richland County.

QUESTION 21

Based on the above considerations, to what degree do you believe retail availability is impacting the binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	X	7	8	9	10	

Before the mandatory alcohol server training law went into effect, there were very few servers and sellers who attended the training. After the law took effect, the number of trainings and the number of people trained drastically increased. The high turnover rate of alcohol sellers and servers in Richland County comes from the Bakken Oil Boom. If a seller or server is not happy with their employer, they can go to the next alcohol retail establishment and get a job in no time.

The number of alcohol server trainings could potentially decrease the amount of drinking and driving, but the statistics do not support that in Richland County. The Responsible Alcohol Sales and Service (RASS) curriculum teaches how to reduce drinking and driving by teaching the retailers to offer alternative transportation options to their intoxicated patrons. However, although there has been an increase in trainings and people trained in an RASS curriculum in Richland County, because of the population increase due to the Bakken Oil Boom, the number of Driving Under the Influence tickets have greatly increased.

One could also conclude that if there are more servers and sellers trained in a RASS curriculum-which teaches what binge drinking is and how to avoid it-that the binge drinking rates would be

lower. However, the statistics above in Question 6 show that the adult binge drinking rate for Richland County is still dangerously high.

The higher rate of failure for compliance checks comes from the high turnover rate of employees in alcohol retail establishments. This creates a problem for the community because it allows increased access to alcohol for underage youth. It also could be perceived as a culture of acceptance by the youth, if they know they can get away with buying alcohol at retail establishments.

If the alcohol sellers and servers are willing to serve to the point of over-intoxication, it will greatly affect the binge drinking and drinking and driving in Richland County. It affects binge drinking because the sellers and servers continue to serve alcohol to those who are already intoxicated.

CRIMINAL JUSTICE – PART 3

QUESTION 22 Conviction Rates

Based on local data, discuss the impact the conviction rate may be having on your community.

The conviction rate for DUI's in Richland County is 65%. This includes both first time DUI's and multiple DUI offenses. As the population has increased with the oil boom, so have the number of DUI's written. Overall, the conviction rate for Richland County is strong, but with the number of DUI's increasing, it appears to have no significant effect on reducing drinking a driving.

**Note: The Courts in Richland County do not collect all of the data needed for this question, therefore only the conviction rate for DUI's was obtained.*

QUESTION 23

Based on local data, identify any specific type of crime that has a conviction or dismissal rate noticeably different than others.

The Courts in Richland County do not collect the data needed for this question.

Key Informant Interviews with Law Enforcement

As part of this environmental assessment you will need to conduct interviews of key law enforcement officers. If your jurisdiction is served by both a police department and a sheriff's department you are encouraged to do an interview with both the Chief of Police and the Sheriff but consider what interviews would be the most appropriate and informative for your community. Other law enforcement to consider includes Tribal Law Enforcement, Highway Patrol, Code Enforcement, Fish and Game or Forest Service.

QUESTION 24 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies pursuing to address binge drinking and drinking and driving in your community?

Drinking and driving is a major concentration area for local Law Enforcement. The Montana Highway Patrol has brought in a unit to Richland County with five new officers patrolling the area, some assigned specifically to reduce drinking and driving. The Highway Patrol also do some prevention education-they bring in a special enforcement team for special events to saturate their patrol area and look for impaired drivers. They also do some school education programs, to bring awareness to the dangers of drinking and driving. Law Enforcement would like to see more effort targeting restrictions of alcohol at special events – they believe that would help reduce drinking and driving.

Local Law Enforcement is taking steps to help reduce drinking and driving by increasing their patrols and writing more tickets for DUI's. They are also involved in the DUI Courts to help reduce recidivism of multiple DUI offenders.

QUESTION 25 Key Law Enforcement Interviews

Based on your interviews with law enforcement officers others on this topic, what efforts are your law enforcement agencies NOT pursuing to address binge drinking and drinking and driving in your community? What appears to be the primary reasons they are not pursuing identified efforts?

Local Law Enforcement is not pursuing binge drinking. They could do compliance checks for over-service, but do not have the man power to take on this issue. More alcohol retailers could be held accountable for over-service but the resources are not available due to the Bakken Oil Boom putting an enormous strain on local Law Enforcement. There are many more people in the area, the crime rates have drastically increased, and the newly built jail is full. Law Enforcement has a hard time being competitive with wages, due to high-paying jobs in the oil field and the increased cost of living in Richland County.

Use of Local Ordinances

QUESTION 26 Use of Local Ordinances

Based on local data, discuss the application or enforcement of each ordinance that exists in your community. Is the ordinance applied consistently? Is use of the ordinance visible to the community? Does law enforcement view it as a useful tool in addressing alcohol-related problems?

The only local alcohol ordinances for Richland County are in Sidney, which outline hours and days of sale. For the most part Sidney follows the Department of Revenue hours of sale, with exception to Sunday. Alcohol is not available to purchase or be sold before 12:00 p.m. on Sundays. The City of Sidney also has a public intoxication and public nuisance ordinance. Law Enforcement said that these ordinances would be more effective if more man power was available to enforce the laws. The enforcement of some of these ordinances are put on the back burner because there are many other pressing issues that Law Enforcement is dealing with, such as serious felony offenses, drug trafficking and homicides. Because of this, they currently do not view these ordinances as useful tools. Therefore the ordinances are not enforced consistently, and are not visible to the community.

QUESTION 27 Use of Local Ordinances

Are there ordinances which do not exist in your community but which may be especially effective in addressing youth binge drinking or drinking and driving in your community? If so, which ones, and why?

A social host ordinance would be effective in helping reduce youth access to alcohol and binge drinking at private residences. Minor In Possession Class data reveals that 58% of youth report getting their alcohol from a house party where it is freely available, and 67% of youth report that their last drink of alcohol occurred either at home or someone else's home. It was found that teens do not want to get in trouble for being home past curfew, so they drink a high volume of alcohol very quickly, and then drive home to make it there before their curfew.

Other Local Data: Criminal Justice

Feel free to consider other local data that will help you better understand how and to what extent criminal justice issues in your community may contribute to binge drinking and its consequences in your community. For example, you may have information on a local DUI Taskforce that exists and its activity level. You may be able to assess information from your local drug courts. If you have other local data, describe the results here.

Criminal Justice Questions**QUESTION 28**

Based on information gathered from alcohol conviction rates, use of local ordinances, key law enforcement interviews and other local data, how might the local criminal justice system be contributing to binge drinking and its consequences in your community? Provide the rationale for your response.

One avenue that is not currently being pursued by Law Enforcement is over-service compliance checks. Because of the lack of available resources for enforcement, they are not able to focus on this. Since they are not focused on these efforts, one could conclude that it may be contributing to the binge drinking problem.

When asking Law Enforcement, they report that the criminal justice system is contributing to problems, specifically when tickets are plead down or dismissed if the prosecution feels they cannot win their case. This could also be contributing to the binge drinking problem in our community. With the lack of compliance checks for over-service and no tickets written for over-intoxication, the consequence for the community is that it has a high rate of adult and youth binge drinking.

QUESTION 29

Based on the considerations in Question 21, to what degree do you believe the concerns around criminal justice are contributing to binge drinking and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact
0 1 2 3 **X** 5 6 7 8 9 Major impact
10

Law enforcement's inability to enforce over-service laws and hold retailers accountable for serving beyond the point of intoxication, no retailers have been cited under this law and therefore believe they will never be caught, even though 61% of those receiving DUI's stated they were at a bar when they had their last drink.

SOCIAL AVAILABILITY – PART 3

Social availability includes the obtaining of alcohol from friends, associates and family members, but it also refers to the availability of alcohol at gatherings such as parties and other social events where the alcohol is provided as part of the event.

QUESTION 30 Prevention Needs Assessment

Based on Tables 35 and 36, how does student perception of being caught for drinking in your community compare to the perception across the state? Is your problem bigger, smaller or about the same? Discuss the differences.

Currently, it appears that Richland County again has a larger problem with perception of being caught by police or parents when drinking alcohol. And while the State has gone from 23.2% in 2008 to 26.2% in 2012 for perception of being caught by the police, Richland County has gone down from 24.1% in 2008 to 18.3% in 2012. However, the trend is opposite for Richland County youth when it comes to perception of being caught by their parents. The numbers have gotten slightly better: 47.8% in 2008 up to 50.2% in 2012. Although the percentages have been increasing, the data still only reads that half of kids who drink alcohol think they will get caught by their parents.

Social Availability Questions

QUESTION 31

Based on information gathered from law enforcement interviews, public opinion surveys, the Prevention Needs Assessment, and other local data what are the concerns around social availability that might contribute to binge drinking, drinking and driving, and respective consequences in your community? Provide the rationale for your response.

Most of the data that supports this argument came from Key Informant interviews. Social availability is the biggest contributing factor to underage drinking, binge drinking and drinking and driving in Richland County. According to the MIP survey data collected at District II Alcohol & Drug Program, 58% of youth report getting their alcohol from a house party where it is freely available, and 67% of youth report that their last drink of alcohol occurred either at home or someone else's home. The key informant respondents reported that youth drink and drive after social events where alcohol is served, because they are modeling their behavior after the adults around them.

Drinking and driving and binge drinking are also large problems at community special events. During the Key Informant interviews, it was found that binge drinking is the social norm for public events that serve alcohol, and the alcohol is sold and consumed in large amounts. After the events, many people choose to drive home, resulting in more DUI arrests.

QUESTION 32

Based on these considerations, to what degree do you believe social availability is impacting binge drinking and drinking and driving and its consequences in your community? Place an "X" on the scale below. Provide the rationale for your response.

No impact											Major impact
0	1	2	3	4	5	6	7	8	X	10	

Social availability is a large factor in the binge drinking and drinking and driving rates. Many family events in Richland County have alcohol available because it is considered the norm. There is a mindset that one has to drink to have a good social time, so at these events it is easy to over-consume alcohol. There is also no limit on the amount of alcohol a person can purchase at one time, with many people purchasing six packs of beer at a time. These factors all lead to binge drinking, by youth and adults. Since the over-consumption is happening at community events, many of these people drive home, increasing the drinking and driving rates as well.

PROMOTION – PART 3

Promotion refers to attempts by alcohol retailers and the alcohol industry to increase demand through the marketing of their products. Once again, this will require some original data collection to acquire a sense of the depth and potential impact of various marketing tactics surrounding alcohol in your community.

Advertising

QUESTION 33 Advertising

Based on the data you collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, is the overall level of alcohol advertising in your community excessive? Provide the rationale for your response.

The level of alcohol banners and signs on local buildings and alcohol retail establishments is excessive. There was one establishment that had 36 alcohol signs on their building. In one town in Richland County, there were over 50 alcohol advertising signs, yet less than 50 businesses in the town. Often, it was found that many of the alcohol retail establishments had multiple signs on their buildings.

Alcohol sponsorship at special events is also a large problem in Richland County. Of the 52 events in Richland County in 2012, nearly half of them were either sponsored by an alcohol vendor, or alcohol was served. This creates an atmosphere where alcohol is accepted at all events, making it more of a social norm. When adults drink at these events, youth start to think that alcohol needs to be a part of social functions, therefore contributing to excessive alcohol consumption.

QUESTION 34 Advertising

Based on the data collected regarding the level of advertising in local print media within your community, advertising via signage on buildings within your community and advertising via sponsorship of local events, how might the magnitude of alcohol advertising in your community be impacting binge drinking and drinking and driving and its consequences?

There was an increase in alcohol advertisements at certain points of the year, specifically around Christmas and New Year's. One local newspaper had 40 total alcohol ads and promotions, while the Billings Gazette had 141. This could contribute to binge drinking by making consumers think that alcohol is necessary for holiday functions, and the specials usually advertised large amounts of alcohol for a lower price. When local events are sponsored by alcohol, it becomes more of the norm for an alcohol presence, and encourages attendees to purchase their product, which is sold in excess.

It contributes to drinking and driving, because many of the ads are for local bars. If the consumers go out to a bar drinking, they have a higher likelihood of driving home than if they stayed home to drink.

QUESTION 35 Alcohol-Related News Articles

Based on the data collected regarding the number of news articles in contrast to the amount of advertising in local print media within your community, how do you think alcohol use is being portrayed? How do you think this is impacting binge drinking and drinking and driving in your community?

There were very few alcohol news articles in each of the newspapers-15 total, compared to 387 ads and promotions. It appears that alcohol is being portrayed as not a problem, but something to be celebrated.

Promotion Questions

QUESTION 36

Based on information gathered from sponsorships, advertising and other local data, what are the concerns around promotion that might contribute to binge drinking and drinking and driving and the associated consequences in your community? Explain the rationale for your response.

Alcohol sponsorships at Richland County special events create an atmosphere for binge drinking. It is a community norm that alcohol is present at such events as the Fair, rodeos and golf tournaments. The beer is sold in amounts of 6 or 12 cans at the beer garden. The Key Informant interviews revealed that the lines are also very long at the beer garden, so people will purchase as much alcohol as they can, to avoid having to stand in line again, which promotes binge drinking.

With few resources for public transportation and a perception of community acceptance around drinking and driving, these alcohol-sponsored special events around Richland County contribute to driving under the influence.

QUESTION 37

Based on these considerations, to what degree do you believe promotion is impacting binge drinking and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact										Major impact	
0	1	2	3	4	5	6	X	8	9	10	
<p><i>Banners promoting alcohol are plastered on most alcohol retail establishments year round. Plus seasonal banners are added for hunting and holidays. This continual, pervasive display of large banners further contributes to the belief that alcohol consumption is a “norm” and part of everyday life. Some establishments promote 2 for 1 night, thirsty Thursdays and some having Happy Hours every night of the week - all promoting drinking large amounts of alcohol in a short amount of time for a better price.</i></p>											

SCHOOL POLICIES – PART 3

QUESTION 38

Based on information gathered from your school districts, what are the concerns around how those policies contribute to either the underage substance use or reduce underage substance abuse and the associated consequences in your community? Explain the rationale for your response.

Each school district examined in Richland County had an alcohol, tobacco and drug policy. They covered use or possession on school campus, student athletes, student and/or parent contracts, and consequences of use. The concerns came not from the policies themselves, but of the enforcement of the policies. In the several interviews done with school personnel, some reported it was enforced consistently, while others reported that it was not. This contributes to the underage substance use problem in the community, because if the consequences are not enforced the same across the board, it creates the perception that youth have a chance at getting away with the illegal behavior. While the school policies may deter some students from using alcohol or drugs, it appears that lack of consistent enforcement of school policies would have a greater impact by contributing to the underage substance use problem in the community.

QUESTION 39

Based on these considerations, to what degree do you believe your school district’s policies and programs in your community are impacting binge drinking and its consequences in your community? Place an “X” on the scale below. Explain the rationale for your response.

No impact										Major impact	
0	1	2	X	4	5	6	7	8	9	10	
<p><i>It appears that the school district’s alcohol and drug policies are having little effect on the binge drinking rates in the county. Although each school examined had a policy, the consequences for</i></p>											

violating the policies were found to be inconsistent. This inconsistency is represented in the high rate of binge drinking among youth, and peer perception of disapproval. Therefore, the school policies have a very low impact on the binge drinking rates.

MEDICAL FIELD INFORMATION – PART 3

QUESTION 40

Based on information gathered from local hospitals, pharmacies, and prescribers, what are the concerns around prescription drug abuse in your area? Explain the rationale for your response.

The largest prescription drug problem in Richland County appeared to be illegal use of prescription drugs, mainly opiates. The problem seemed to lie with people who were being over-prescribed medications or doctor shopping to get multiple prescriptions for the same medication. The medical personnel interviewed said that the Montana Prescription Drug Registry (MPDR) needs to be more of a priority among providers, which is evidenced by the Montana Prescription Drug Registry Provider Analysis. Of the 31 eligible providers in Richland County, only 7 of them were registered on the MPDR, for a rate of 22.6%.

Another concern is the impact the Bakken Oil Boom is having on the prescription drug problem. Many people are working in Richland County and travel home to a different state on their days off. There have been instances where these people have brought back illegal prescription drugs and sold them in the community. They are able to do this by doctor shopping in larger areas, since it is more difficult to do in Richland County with only three pharmacies. Others take advantage of the high oilfield wages, and are targeting these workers because they have an excess of money to spend.

Another area that was identified was lack of community knowledge on the dangers of prescription drug abuse. It is believed that more problems would be seen surrounding prescription drug abuse if more community members could define the problem accurately.

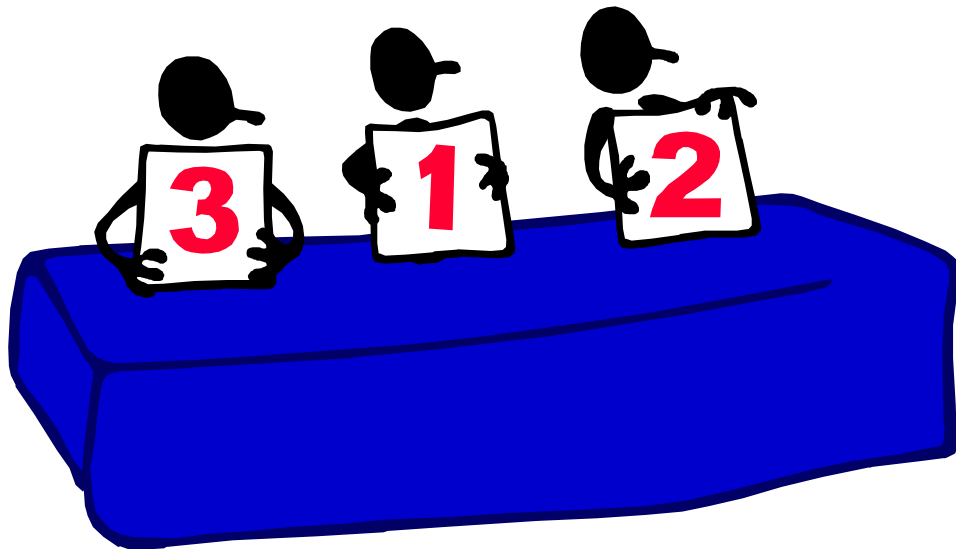
QUESTION 41

Based on these considerations, to what degree do you believe the medical field data you collected is impacting prescription drug abuse and its consequences in your community? Place an "X" on the scale below. Explain the rationale for your response.

No impact										Major impact
0	1	2	X	4	5	6	7	8	9	10

With few physicians participating in the Montana Prescription Drug Registry, this contributes to the risk of potential abuse by patients. Physicians are not monitoring their patients as close as they should be when prescribing drugs of abuse. In addition efforts are not coordinated for providing prescription drug take-back programs in community.

Prioritization



Task Three:
Rank the Four Causal Areas from the Greatest Contributor to Your Community's Problems to the Smallest Contributor

Prioritizing

The next stage involves prioritizing the causal areas. The first step is achieved by placing the appropriate scores from Questions 21, 29, 32, and 37 next to its related causal area. Based on the scores, rank each causal area with 1 being the highest priority and 4 the lowest. In the case of a tie, decide which area is of higher priority for your community in relation to binge drinking, drinking and driving, and motor vehicle crashes. After having completed the ranking, explain the rationale for your rankings on the next page.

The prioritization will be the basis of for determining which combination of environmental prevention policies, practices and programs are strategically best for your community.

Score	Rank	Causal Area
6	3	Retail Availability
4	4	Criminal Justice
9	1	Social Availability
7	2	Promotion
3	6	School Policies
3	5	Medical Field

QUESTION 42

Provide the rationale for your rankings of the causal factors.

Social availability is ranked as the highest priority for Richland County based on the data from the MIP class that stated 58% of underage youth get their alcohol from a house party, and 67% report that their last drink of alcohol was at a home or house party. This was also chosen as the highest priority because of the different responses received from the Key Informant interviews. Many felt that the culture of alcohol use in Richland County contributed to the problem. The culture is accepting of drinking and driving and people think they are immune to vehicle crashes. The ideal that "kids will be kids" or "I did it when I was younger and turned out ok" seemed to be the prevailing mentality among adults who accept underage drinking as an appropriate behavior for teens. These responses were common among most of the interviews, which is the rationale for ranking this as the highest priority for Richland County.

The second-ranked priority would be alcohol promotion, partly because of the ties it has to social availability at community special events and again, the culture of alcohol use in Richland County. If alcohol promotion is more visible in the community it becomes normal for underage people to see it, and therefore use it. Alcohol promotions at special events and during certain times of the year are also problems, as it makes excessive alcohol use seem normal at these functions.

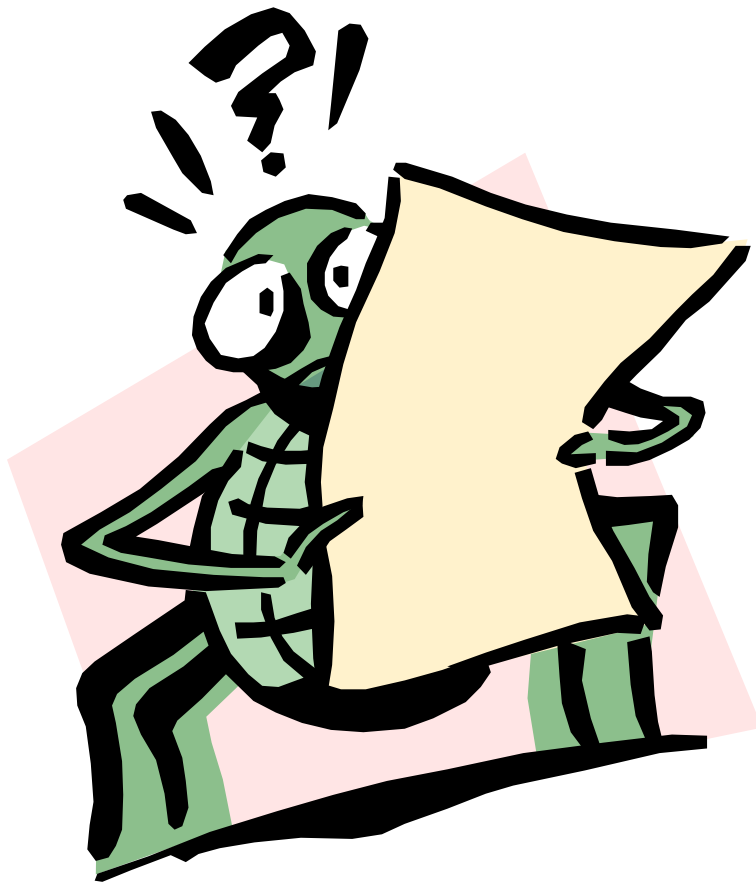
Retail Availability is the next highest priority for Richland County, as it is a large problem that contributes to the high rates of drinking and driving, DUI's and adult binge drinking.

The criminal justice system was ranked fourth because statistically, there was not enough evidence to prove that it was more of a problem than social availability, alcohol promotion or retail availability. Not only that, but throughout the Key Informant interviews, it was revealed that while there are some things that can be worked out with Law Enforcement, prosecution and the Courts, not a lot can be done currently, due to shortage of staff and personnel.

Next is Medical Field. While Richland County is in a unique position with the Bakken Oilfield, according to local officials this has helped contribute to the local prescription drug abuse problem. There is a definite problem in the area, although it is ranked low due to not enough data being collected.

School Policies are ranked last. Each school in Richland County has a comprehensive school policy, however, it is unsure if the policies surrounding alcohol and drug use are consistently enforced.

Final Question



Task Five:
Determine What Combination of Causal Areas
Your Community should Target

Your Final Conclusions

Now that you have considered the data surrounding your community's alcohol problems, as well as each causal area for these problems, you need to decide what to do. This decision will ultimately be part of your community's Prevention Plan and lead to very specific environmental evidence-based strategies for you to implement. For now, think about your data and especially your final rankings on page 66 as well as your resource assessment on page 69. Also, mull over the possible connections among the four causal areas. Would it be possible to target social availability without also targeting criminal justice/law enforcement? Will changes in retail availability necessarily require changes in the enforcement of policy? Now answer the following question.

Final Needs Assessment Question

QUESTION 43

It is very unlikely that your community can or needs to address every causal area to impact existing binge drinking and drinking and driving problems. What combination of causal areas is most likely to produce changes in the environment which currently exists within your community? What specific causal factors will you target and why?

Social Availability ranks highest in priority of causal areas. In order to address binge drinking and drinking and driving problems within community we will work with local law enforcement to develop policies surrounding restrictions at special events to prevent access to alcohol by youth, identify over-service issues and train special event volunteers on the liabilities associated with over-service. It is more likely that this process will be accepted than preventing promotion of alcohol which is rated next in causal areas as retailers are very resistant to removing alcohol banners from store and bar fronts because for some it is their only source of advertising as the banners are provided free by distributors. However work will be done with local newspapers to educate on the importance of not using advertising in conjunction with advertising youth sporting events.

Criminal Justice ranks third in causal areas, and efforts are currently made to hold quarterly meetings with State, County and City law enforcement to discuss enforcement issues and policy development. Due to shortage of law enforcement and the fact that they are currently in "reactive" vs "proactive" responses to underage drinking and drinking and driving, efforts will be fostered to maintain that working relationship with Law Enforcement. This will help in efforts to increase enforcement of existing laws, and possibly target specific enforcement issues in the future.

Retail Availability in terms of over-service continues to be a major problem, however it is one that lacks enforcement of over-service laws. Law Enforcement stated it would be difficult if not impossible to enforce, though efforts will continue through retailer training to educate on over-service liability laws.

Prescription drug abuse is ranked low in causal areas for being less of a major problem in community than alcohol. However efforts should be made to implement prescription drug-take back programs more consistently in community with a regular drop-box set-up for disposal and to make the public more aware of such programs. In addition, physicians need to be educated on the importance of using the Montana Prescription Drug Registry to prevent doctor shopping and prescription drug abuse.

School policies are ranked lowest, as they are seen as having the least amount of impact on youth binge drinking rates.